4th WORLD BOOK FAIR

29 February—11 March 1980

PRAGATI MAIDAN
Lal Bahadur Shastri Marg
NEW DELHI

DIRECTORY

NATIONAL BOOK TRUST, INDIA
A-5, GREEN PARK, NEW DELHI 110 016

1980 (1901)

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Delhi 110 007

Welcome to the 4th World Book Fair

In 1972 to mark the Unesco's International Book Year, India organised a World Book Fair. Following the subsequent decision to organise such a Fair every two years, a World Book Fair was held in New Delhi in January 1976 followed by another in February 1978 The present World Book Fair is fourth in the series

The Fair is being held in the Hall of Nations, Hall of Industries and the New Complex, all situated in the Fair Grounds (Pragati Maidan)

The total number of participants in this Fair (at the time of going to the press) is 490, with 66 of them from as many as 27 countries namely, UK, USA, USSR, Federal Republic of Germany, France, China, Yugoslavia, Singapore, German Democratic Republic, Kenya, Canada, Czechoslovakia, Bulgaria, Ghana, Indonesia, New Zealand, Syria, Bangladesh, Iraq, Tanzania, Switzerland, Romania, Iran, Holland, Nigeria, Pakistan and the U N Agencies ILO, WHO, UNESCO, WIPO The Indian participants come from various centres of the publishing industry in the country These include publishing organisations in the private sector and the public sector

Fair Timings

The 4th World Book Fair is being inaugurated by the President of India at 4 p m on Friday, 29 February 1980 A commemorative postage stamp is also being released on that occasion

The Fair will be opened to the public on the inaugural day at 6 p m The Fair timings for the rest of the days are 1 30 p m to 8 p m on weekdays and 10 30 a m to 8 p m on 8 and 9 March which are holidays On Sunday, 2nd March, the Fair will be open only from 3 p m as the Indian festival of Holi will be celebrated in the forenoon on that day

Exclusive timings have been provided for librarians, teachers and members of the book trade who can visit the Fair on March 3, 4 and 5 from 10 30 a.m to 2 30 p m

Location of Participants

The participants are located in the Fair Complex as follow

Hall of Nations —Indian language publishers Government institutions, Children's publishers, religious institutions, universities and law publishers

Mezzanine	—National Exhibit
Hall of Industries	—General English publishers from India
New Complex	—Foreign publishers with their affiliated organisations in India, and some others

National Book Exhibition

The National Exhibit displays 6000 selected books in Indian languages and English published in India since October 1977

Programmes during the Fair

An International Seminar on Publishing for Rural Areas in the Developing Countries will be held at the Fair Restaurant premises on March 1, 3 and 4, 1980 The Seminar is being organised with assistance from Unesco Other programmes during the Fair are

1 Authors-Publishers Meet and the screening of films—both organised by National Book Trust, India
2 Seminar on Book Distribution in India, G R Bhatkal Memorial Lecture -organised by Federation of Publishers and Booksellers Associations in India
3 International Seminar on Marketing and Distribution of Books—organised by Federation of Indian Publishers
4 Conference regarding Hindi Book Publishing - organised by Akhil Bhartiya Hindi Prakashak Sangh
5 All India Librarians Convention -organised by Government of India Librarians Association
6 Seminar on Book Production -organised by Federation of Master Printers
7 Conference organised by Indian Library Association
8 Sixth National Convention of the Authors Guild of India

Details of these programmes may be seen in the schedule of programmes given in this directory

Admission

Admission to the Fair will be by tickets which can be obtained from the counter at the entrance to the Fair Grounds at 50 paise for adults and 25 paise for children. Passes will be issued to the participants according to their entitlement The passes will bear the name of the holders and are not transferable Admission will not be permitted against badges or name labels

Complimentary passes will be issued to participants on the following basis

Normal Stand	2,	Large Stand	2
Normal Stall	3,	Double Stall	5
Triple Stall	6		

Additional passes for the duration of the Fair can be had at Rs. 3 each

Book Bazaar

An open-air Book Bazaar will be held on the last three days of the Fair at which the books will be sold at substantial discounts.

At the regular stands and stalls also, it is expected that, as is usual in our national fairs, those participants who are entitled and willing to sell their books, will be doing so at the usual Fair discount of 10 per cent However, this is entirely up to the firms concerned It is not obligatory

Film Shows

Three Hindi feature films which have won National Awards will be screened at the Shakuntalam Theatre at 6 30 p.m on 6, 7 and 8 March 1980 The films are '27 Down', 'Maya Darpan', 'Tyagpatra' All the three films are sub-titled in English The admission to film shows is by invitation and passes

Facilities/Services

Various public services have been arranged at the Fair Grounds Six public telephone booths at prominent locations will be available to the public There will also be a post office, a branch of Canara Bank and a desk of Messrs Govan Travels --our official travel agent - who will also look after the clearing and forwarding of the consignments to be received from overseas in connection with the Fair

Hotel/Accommodation/Sightseeing

The Indian Tourism Development Corporation Ltd (ITDC), Jivan Vihar, 3 Parliament Street, New Delhi 110 001 (Tel 310923), is the official agency

Complaints

For any general complaints please contact the Complaints Counter at the Fair Office

The Fair Directory can be obtained at the Information Desk for Rs 2

CONTENTS

SCHEDULE OF PROGRAMMES

FAIR TIMINGS

Week days	**1 30 p.m. to 8 00 p.m.**
Sundays & Holidays	**10 00 a.m. to 8 00 p.m.**
2 March-Festival of HOLI	**3 00 p.m. to 8 00 p.m.**

The Fair will remain open exclusively for librarians, teachers and members of the book trade on the mornings of 3rd, 4th and 5th March from 10 30 a.m. to 1.30 p.m.

29 February 1980

4 00 p m

Inauguration of the Fair by Shri N Sanjeeva Reddy, President of India

Presided over by Shri B Shankaranand, Union Minister of Education and Social Welfare and Health

Commemorative Postage Stamp -Shri Bishma Narayan Singh, Union Minister of Parliamentary Affairs and Communications will present the stamp to the President for its release

2 00 p m

Executive Committee Meeting of the Federation of Publishers & Booksellers Association in India

1 March 1980

8 00 a m to 1 15 p m

INTERNATIONAL SEMINAR *Publishing for Rural Areas in the Developing Countries*

(Organised by National Book Trust, India)

Welcome Address by Shri A L Dias, Chairman, National Book Trust, India, Address by Shri J P Naik, Chairman of this Seminar, 'Role of UNESCO in Publishing for Rural Areas' -Address by Mrs M Chavalit, Unesco, Karachi

Publishing for Rural Areas in Asia
Case studies based on experience .

1) Paper from India by Shri Sadanand Bhatkal, Popular Prakashan, Bombay
2) Paper from Thailand by Dr Boonlert Supadhiloke, Thammasat University, Bangkok
3) Paper from Indonesia by Mr Maman Suherman, Department of Education, Bandung

3 p m. onwards

SEMINAR ***Book Distribution in India***

(Organised by Federation of Publishers and Booksellers Association in India)

6 00 p m to 7 30 p m

GR Bhatkal Memorial Lecture

(Organised by Federation of Publishers & Booksellers Association in India)

2 March 1980

1 30 p m onwards

SEMINAR *Book Distribution in India*

(Organised by Federation of Publishers & Booksellers Association in India)

3 March 1980

8 30 a m to 12 45 p m

INTERNATIONAL SEMINAR *Marketing and Distribution of Books*

(Organised by Federation of Indian Publishers)

1) General Marketing and Book Clubs
2) Promotion and Distribution in the Home Market
3) Promotion and Distribution Internationally
4) Cooperation within the Publishing Industry

2 30 p m to 7 00 p m

INTERNATIONAL SEMINAR
(Organised by National Book Trust, India)

Publishing for Rural Areas in Africa and Latin America. Case studies based on experience

1) Paper from Africa by Dr Samuel Cookey Nigeria
2) Paper from Latin America
3) Preparation of reading material for the rural clientele with reference to reading habits, location of writers, incentives, facilities, feedback, etc Paper by Dr A K Jalaluddin, Directorate of Adult Education, New Delhi
4) Preparation of reading material for the rural clientele with reference to reading habits and the writing, language and treatment of the subject Paper by Mrs Bernardino, Under Secretary-General, Ministry of Education, Manila
5) Production of books with reference to the rural press, its location, type of machinery and raw material required, illustrations and designing Papers from Africa by Mr S A A Djoleto, Ghana National Book Development Council, Ghana and Mr Horace Etemesi, Uzima Press Ltd, Nairobi

4 March 1980
9 30 a m to 12.15 p m

INTERNATIONAL SEMINAR *Marketing and Distribution of Books*

(Organised by Federation of Indian Publishers)

1) Marketing to Elementary and Secondary Schools
2) Marketing Scholarly Books
3) Marketing University Books
4) Subsidiary Rights
5) Bookselling Training

2 30 p m to 7 00 p m

INTERNATIONAL SEMINAR
(Organised by National Book Trust, India)

1) Distribution of books in rural areas through conventional and non-conventional channels Paper by D N Malhotra, Hind Pocket Books New Delhi
2) Public-Private Sector cooperation in Publishing for Rural Areas Paper by K C Beri, Hindi Pracharak Sansthan, Varanasi
3) Presentation of draft recommendations by the Chairman of the Seminar

   Discussions and adoption of recommendations
   Concluding remarks by the Technical Director
   Vote of thanks by the Administrative Director

Full day

Author-Publisher Meet (Organised by the Akhil Bhartiya Hindi Prakashak Sangh)

All India Library Convention -Topics of discussion "Documentation Services in Department Libraries" (Organised by Government of India Librarians Association)

5 March 1980
10 00 a m to 1 00 p m

AUTHOR-PUBLISHER MEET (Hindi)
(Organised by National Book Trust, India)

लेखक-प्रकाशक : समस्या और समाधान
(आयोजक . नेशनल बुक ट्रस्ट, इंडिया)
कार्यक्रम · 5 मार्च, 1980 प्रात: 10.00 बजे

1. आधारभूमि—कार्यक्रम का परिचय और अध्यक्ष से निवेदन —**डा० सैयद असद अली**

2. सचालक के द्वारा कार्यक्रम की रूपरेखा और लेखको एवं प्रकाशको का परिचय —रमेश बक्षी
3 लेखको और प्रकाशकों द्वारा समस्याएँ (संचालक द्वारा सहयोग)
4 प्राप्त लिखित जिज्ञासाओ का समाधान
5 अध्यक्षीय भाषण

10 30 a m to 1 00 p m (At the 1st & 2nd Committee Rooms)
All India Library Convention—Topics of discussion "Documentation Services in Departmental Libraries" (Organised by Government of India Librarians Association)

9 30 a m to 5 30 p m

Registeration of Delegates at ILA Office, Delhi Public Library (Opp Delhi Main Railway Station), S P Mukherjee Marg, Delhi 110 006
(Organised by All India Library Conference, Delhi)

11 a m onwards

Award giving away functions & Meeting of the Executive Committee

(Organised by Federation of Indian Publishers)

2 30 to 5 30 p m (At Theatre Shakuntalam and also 1st Committee Room)

All India Library Convention

(Organised by Government of India Librarians Association)

6 March 1980
10 30 a m to 1 00 p m

All India Library Convention
(Organised by Government of India Librarians Association)

9 00 a m to 7 00 p m

Seminar regarding Hindi Book Publishing
(Organised by Akhil Bhartiya Hindi Prakashak Sangh)

1) Literary assessment of Indian language literature By Dr D S Aggarwal, Head of the Department, Granthalya Vigyan Vibhag, University of Delhi, Delhi
2) Readers' reactions towards books published by public and private institutions By Dr Pandey Surajkant Sharma, Librarian, University Grants Commision
3) Problems of translation and selection of suitable books for translation under ***Aadan Pradan*** (Exchange of Translations) By Hans Kumar Tiwari
4) New directions in Hindi publishing as an interaction of authors and their work By Shri Jawahar Chowdhury

5) Assessment of readers point of view of the books which have been awarded the Jnanpith Award, as also their translations By Lakshmi Chand Jain

6) Problems and solutions of author-publisher relationship By Shri Rajinder Shankar Bhatt

7) The role of translation—*Aadan Pradan*. By Shri Vimal Mishra

8) The problems of translation —*Aadan Pradan* By Shri Ramesh Chowdhury Arigpuri, All India Radio, New Delhi

9) Selection of books for translation under —*Aadan Pradan* By Shri Manu Sharma, Varanasi

10) Movement of dialeticism and problems with Indian languages By Shri Thakur Prasad Singh

6 मार्च 1980

प्रात: 9 बजे से साय 7 बजे तक

(अ० भा० हिंदी प्रकाशक सघ)

(1) **भारतीय भाषा साहित्य का वांगमयात्मक नियंत्रण** डॉ० डी.एस. अग्रवाल, विभागाध्यक्ष, ग्रन्थालय विज्ञान विभाग, दिल्ली विश्वविद्यालय, दिल्ली

(2) **सरकारी तथा गैर सरकारी संस्थाओं द्वारा प्रकाशित साहित्य के प्रति पाठकीय प्रतिक्रिया** डा० पाण्डे सूरजकान्त शर्मा, पुस्तकालयाध्यक्ष, विश्वविद्यालय अनुदान आयोग

(3) **आदान-प्रदान के संदर्भ में अनुवाद और अनुवाद योग्य पुस्तकों के चयन की समस्या** श्री हंस कुमार तिवारी

(4) **कृति तथा कृतिकार के प्रभाव से हिंदी प्रकाशन को क्या नई दिशा मिली ?** श्री जवाहर चौधरी

(5) **ज्ञानपीठ पुरस्कार से भारतीय भाषाओं की जो कृतियाँ सम्मानित हुई हैं और जिनके हिंदी अनुवाद हुए हैं उनकी पाठकों की दृष्टि से क्या उपादेयता रही ?** श्री लक्ष्मीचन्द जैन

(6) **प्रकाशक-लेखक संबंध की समस्यायें और समाधान** श्री राजेन्द्र शंकर भट्ट

(7) **आदान-प्रदान के संबंध में अनुवाद की भूमिका** श्री विमल मिश्र

(8) **आदान-प्रदान के संदर्भ में अनुवाद की समस्या** श्री रमेश चौधरी आरिगपूडी आकाशवाणी दिल्ली

(9) **आदान-प्रदान के लिए उत्कृष्ट ग्रन्थों की चयन समस्या और समाधान** श्री मनु शर्मा, वाराणसी

(10) **आंचलिकता का आंदोलन और भारतीय भाषाओं की समस्यायें** श्री ठाकुर प्रसाद सिंह

10.30 a.m. to 1 p m

All India Library Convention—Topics of discussion "Documentation Services in Department Libraries" (Organised by Government of India Librarians Association)

11 00 a m to 3 00 p m

Registration of Delegates outside Theatre Shakuntalam Pragati Maidan

(Organised by All India Library Conference, Delhi)

4 to 6 p m

Inaugural Session

(Organised by Indian Library Association)

6 30 p m onward

Screening of the film "MAYA DARPAN

7 March 1980

9 00 a m to 1 30 p m

Seminar regarding Hindi Book Publishing

(Organised by Akhil Bhartiya Hindi Prakashak Sangh)

1) Problems of *Aadan Pradan* vis-a-vis readers attitude By Dr Yugeshwar, Varanasi
2) Standard works from Indian languages which merit translation By Dr Vishvanath Aiyar (Cochin)
3) Drama As a medium for literary communication By Shri Bhanushankar Mehta
4) Public reaction towards translations from Indian languages published in private and government publishing houses By Shri Kshemchand Suman and Dr Syed Asad Ali

7 मार्च 1980

प्रात: 9 00 बजे से 1.30 बजे तक

(1) **पाठकीय मानसिकता के आधार पर भारतीय भाषाओं में आदान-प्रदान की समस्या** डा० युगेश्वर-वाराणसी
(2) **भारतीय भाषा के ऐसे मानक ग्रन्थ जो अनुवाद की अपेक्षा रखते हैं** डा० विश्वनाथ अय्यर (कोचीन)
(3) **नाटक साहित्यिक सम्प्रेषण का माध्यम** श्री भानुशकर मेहता
(4) **विभिन्न सरकारी और गैर सरकारी संस्थाओं द्वारा भारतीय भाषाओं की जिन पुस्तकों के अनुवाद प्रकाशित किये गये हैं उनके प्रति जन-मानस का सम्मान** श्री क्षेमचन्द सुमन एव डा. सैयद असद अली

10.00 a m. to 5.00 p.m

Sixth National Convention

(Organised by Authors Guild of India)

1) Annual General Body meeting of Authors Guild of India
2) General Body meeting of Authors Guild of India Cooperative Society

10 00 a.m to 5 00 p.m

Conference

(Organised by Indian Library Association)

1) Seminar on "Library Services for a developing society"
2) Presentation of working papers and discussion
3) Council meeting of the ILA

6 00 p m onward

Screening of the film "27 DOWN"

8 March 1980

9 00 a m to 1 30 p m

Seminar regarding Hindi Book Publishing

(Organised by the Akhil Bhartiya Hindi Prakashak Sangh)

1) Publishers role in the context of *Aadan Pradan* By Shri Vimal Dhar, Calcutta and Shri Abul Hasan, Delhi
2) Role of Newspapers and Magazines in the development of literature By Shri Sarveshwar Dayal Saxena, Delhi
3) Children literature in Indian languages By Shri Balshori Reddy, Madras
4) Recommendations of the Seminar By Shri Champalal Ranka, Technical Director, Jaipur

8 मार्च 1980

प्रात. 9.00 बजे से 1 30 बजे तक

(1) **आदान-प्रदान के संदर्भ में प्रकाशकों की भूमिका** श्री विमल धर, कलकत्ता एवं श्री अबुल हसन, दिल्ली

(2) **भारतीय साहित्य के सम्प्रेषण में पत्र एवं पत्रिकाओं की भूमिका** श्री सर्वेश्वरदयाल सक्सेना, दिल्ली

(3) **भारतीय भाषाओं का बाल-साहित्य** श्री बालशौरि रेड्डि, मद्रास

(4) **गोष्ठी की संस्तुतियों की प्रस्तुति** श्री चम्पालाल रांका, तकनीकी निदेशक, जयपुर

10 00 a m to 7.00 p m

Sixth National Convention

(Organised by Authors Guild of India)

1) Inaugural Function
2) Members' Resolutions
3) Authors' Relations with Publishers
4) Poet's Hour

10 00 a m to 5 00 p m

Conference

(Organised by Indian Library Association)

1) Symposium on "The impact of rising prices of books on the development of Libraries"
2) Central Sectional Committee Meetings-- Presentation of Key Notes Papers by the Chairmen of the respective Central Sectional Committees & discussions
3) ILA General Body Meeting

10 30 a m to 5 00 p m

SEMINAR *Book Production*

(Organised by Federation of Master Printers)

6 00 p m onward

Screening of the film "TYAGPATRA

9 March 1980

9 30 a m to 1 00 p m

Conference

(Organised by Indian Library Association)

1) Planning Session Presentation of Report and Recommendation of the Seminar and Symposium
2) Concluding Session of the Conference

10 00 a m to 4 30 p m

Sixth National Convention

(Organised by Authors Guild of India)

1) "Women on Women"- -a literary discussion
2) A symposium "Fictionising History—Where do we draw the line ?

VENUE OF PROGRAMMES

National Book Trust, India

1 International Seminar on 'Publishing for Rural Areas in the Developing Countries'
(1 March 1980, forenoon)
(3-4 March 1980, afternoons)
(Fair Restaurant)

2 Author-Publisher Meet (Hindi)
(5 March 1980, forenoon)
(Theatre Shakuntalam)

3 Screening of films
(6-8 March 1980, from 6 30 p m onwards)
(Theatre Shakuntalam)

Federation of Publishers & Booksellers Associations in India

1 Executive Committee Meeting
(29 February 1980, 5 00 -7 30 p m)
(1st Committee Room)

2 G R Bhatkal Memorial Lecture
(1 March 1980, 6 00 7 30 p m)
(Fair Restaurant)

3 Seminar on Book Distribution in India
(1-2 March 1980, afternoons)
(Fair Restaurant)

Federation of Indian Publishers

1 International Seminar on Book Distribution and Marketing
(3-4 March 1980, forenoons)
(Fair Restaurant)

2 3 Award giving away functions & Meeting of the Executive Committee
(5 March 1980, full day)
(Fair Restaurant)

Authors Guild of India

1) Sixth National Convention

2 Annual General Meeting
(7-9 March 1980, full day)
(New Complex)

Akhil Bhartiya Hindi Prakashak Sangh

1 Seminar regarding Hindi Book Publishing
(6 March 1980, full day; 7 March 1980, forenoon)
(Fair Restaurant) and (on 8 March 1980 forenoon at the 2nd Committee Room)

2 Author-Publisher Meet
(On 4 March 1980, full day at the 1st Committee Room)

Government of India Librarians Association

1 All India Library Convention
(4 March 1980, full day, 5 March 1980, afternoon, 6 March 1980, full day)
(Theatre Shakuntalam)
(5 March 1980, full day; 6 March 1980, forenoon)
(1st Committee Room)

Federation of Master Printers

1 Seminar on Book Production
(8 March 1980, full day)
(Fair Restaurant)

Indian Library Association

1 Conference
(7-9 March 1980, full day)
(Theatre Shakuntalam)

Registration offices in the Building of Fair Restaurant

Ground Floor Room No 1
Federation of Indian Publishers
(From 1 to 9 March 1980)
Federation of Publishers & Booksellers Association in India
(From 1 to 2 March 1980)

Ground Floor, Room No 2
Government of India Library Association
(From 4 to 6 March 1980)

Ground Floor Room No 3
Authors Guild of India
(From 1 to 3 March 1980)
Akhil Bharatiya Hindi Prakashak Sangh
(From 6 to 7 March 1980)

FOURTH WORLD BOOK FAIR

ADVISORY COMMITTEE MEMBERS

Chairman :

Shri A L Dias
Chairman
National Book Trust, India

Member Secretary

Shri G Venkataraman
Director
National Book Trust, India

Members .

1 Shri H D Gulati
Dy Educational Adviser
Ministry of Education & Culture
Department of Education
Shastri Bhawan
New Delhi 110 001

2 Shri Abul Hasan
Special Officer (Books)
Ministry of Education & Culture
Department of Education
Shastri Bhawan
New Delhi 110 001

3 Shri D N Saksena
Dy Educational Adviser (Culture)
Department of Culture
Ministry of Education & Culture
Shastri Bhawan
New Delhi 110 001

4 The Director (CL) (XP)
Ministry of External Affairs
Government of India
Shastri Bhawan
New Delhi 110 001

5 Shri H S Gupte
Dy Director General (Pub)
Department of Tourism
Government of India
Transport Bhawan
1 Parliament Street
New Delhi 110 001

6. Shri P N Kalra
Deputy Secretary
Ministry of Home Affairs
Government of India
Lok Nayak Bhawan
Khan Market
New Delhi

7. Shri V D N Rao
Joint Director
Trade Fair Authority of India
Pragati Maidan
Lal Bahadur Shastri Marg
New Delhi 110 001

8 Shri M L Wadhwa
Chief (Engg & Works)
Trade Fair Authority of India
Pragati Maidan
Lal Bahadur Shastri Marg
New Delhi 110 001

9 Shri L Prasad
Dy Chief Controller of Imports and Exports
Ministry of Commerce, Civil Supplies & Co-operation
Department of Commerce
Udyog Bhawan
New Delhi 110 011

10 Shri R C Puri
Public Relations Officer
Directorate General of Doordarshan
Copernicus Marg
Mandi House
New Delhi 110 001

11 The Dy Principal Information Officer (Education)
Press Information Bureau
Shastri Bhawan
New Delhi 110 001

12 Dr T N Hajela
Deputy Secretary
University Grants Commission
Bahadur Shah Zafar Marg
New Delhi 110 002

13 Sri Thambi Srinivasan
Sales Manager
Sahitya Akademi
Rabindra Bhawan
Ferozeshah Road
New Delhi 110 001

14. Shri Ashok Srinivasan
Editor (Publications)
Indian Council for Cultural Relations
Azad Bhawan
Indraprastha Estate
New Delhi 110 002

15. Shri R P Dhamija
Director
Publications Division
Ministry of Information and Broadcasting
Government of India
Patiala House
New Delhi 110 001

16 Shri Madan Mitra
Circulation Manager
Ananda Bazar Patrika Ltd.
6 Prafulla Sarkar Street
Calcutta 700 001

17. Dr A Nanda
Additional Director of Education
Directorate of Education
Old Secretariat
Delhi 110 006

18 Shri S D Trivedi
Education Officer
Municipal Corporation of Delhi
Education Department
Nigam Bhawan
Kashmere Gate
Delhi 110 006

19. Shri S S Sareen
Dy Education Officer
New Delhi Municipal Committee
Education Department
Town Hall
Connaught Place
New Delhi 110 001

20 Shri H N Verma
Director (CP & PR)
Indian Posts and Telegraphs Dept
Parliament Street
New Delhi 110 001

21. Shri P R S Brar
Dy Commissioner of Police
MSO Building
Indraprastha Estate
New Delhi 110 002

22 Shri P Dutta
Dy Traffic Manager
Delhi Transport Corporation
Indraprastha Estate
New Delhi 110 002

23 Shri G A Vazirani, Managing Director,
Arnold Heinemann Publishers (India) Pvt Ltd
AB/9 Safdarjung Enclave
New Delhi 110 016

24 Shri O P Ghai
Managing Director
Sterling Publishers Pvt Ltd
AB/9 Safdarjung Enclave
New Delhi 110 016

25 Shri C M Chawla
Managing Director
UBS Publishers' Distributors Ltd.

5 Ansari Road
New Delhi 110 002

26 Shri Vinod Kumar
South Asian Publishers Pvt Ltd.
36 Netaji Subhash Marg
Darya Ganj
New Delhi 110 002

27 Shri Jawahar Chowdhary
Shabdakar
2203 Gali Dakotan
Turkman Gate
Delhi 110 006

28 Shri Vishwanath
Rajpal & Sons
Kashmere Gate
Delhi 110 006

29 Shri V N Chhabra
President
All India Federation of Master Printers
C/o The Statesman Ltd
Barakhamba Road
New Delhi 110 001

30 Shri Arun K Mehta
Vice President (West)
All India Federation of Master Printers
C/o Vakil & Sons P Ltd
18 Ballard Estate
Bombay 400 001

31 Shri D R Mankekar
Secretary General
Authors Guild of India
C-44 Gulmohar Park
New Delhi 110 049

32 Shri G S Khosla
Treasurer
Authors Guild of India
D-103 Defence Colony
New Delhi 110 024

33 Shri B L Bharadwaja
President
Indian Library Association (Regd)
C/o Delhi Public Library
S P Mukherjee Marg
Delhi 110 006

34 Shri Dhani Ram
Secretary
Government of India Librarians Association (Regd)
C/o Central Secretariat Library
Shastri Bhawan
New Delhi 110 001

35 Shri Devendra Sharma
Hony Secretary
Delhi State Booksellers' and Publishers' Association
C/o Students' Stores
Kashmere Gate
Post Box 1511
Delhi 110 006

36 Shri S V S Sastry
Director of Programmes (PR)
All India Radio
Akashvani Bhawan
Parliament Street
New Delhi 110 001

FAIR DIRECTORY

The information given in Section-I has been arranged alphabetically, by the names of the firms and other organisations participating in the Fair Since a large variety of designations are used to indicate more or less the same functions, we have found it convenient to use only the following abbreviations, irrespective of actual designations ·

FR	The person representing the firm at the Fair with his designation
PUB :	The head of the organisation
ED	The head of the editorial department
SALES	The head of the sales department

Section I-Annexure—so as to make this Directory as complete as possible, the names received late have been incorporated in this annexure However, information that was received too late have not been included in this Directory In some cases we have not received full information and therefore we have given only as much information as was available with us

In Section—II of the Directory we have listed participants, arranged alphabetically, who are representing and displaying the products not only of their own organisation but also of others, International and Indian, who may or may not be directly represented in the Fair. Under each entry is a list of publishers represented

Section—III lists publishers represented at the Fair by agents, again alphabetically

We publish the dictionaries under the banner "NALANDA" Some of our best-sellers are *Nalanda Vishal Shabd Sagar*, *Nalanda Adytan Kosh*, and *Nalanda Concise Dictionary*. *Showroom* · 4123, Nai Sarak, Delhi 110 006

ABHINAV PUBLICATIONS
E-37, Hauz Khas, New Delhi 110 016 (Tel · 615991)

Abhinav started with a broad spectrum of subjects in 1972, presenting impressive titles on History, Literature, Art, Aesthetics, Economics and International Politics For the last two years, Abhinav has been narrowing its focus on serious researches in Ancient History, Archaeology, Social Sciences, Art and History and Philosophy of Art The increasing list of authors includes both the celebrities and newcomers Abhinav values excellence in production, and believes that the professional fitness in book designing and printing is a tribute to its worthy authors excellence of content deserves excellent production

ABHISHEK PUBLICATIONS
3625, Sector 23D, Chandigarh 160 023

FR Bharat Bhushan, Sales Executive
PUB S L M Prachand
ED Sunil Kumar Chandna
SALES. Bharat Bhushan

A young enterpreneur's enterprise, Abhishek Publications, started in 1977 with an after-emergency bestseller *The Popular Upsurge and Fall of Congress* Till now published many prestigious titles including some reprints Exclusive distributors for *Nirjhar Prakashan* (Hindi) and *Manu India* (English) publications Total number of our titles (including agency) exceed fifty Good contacts with a number of publishers and distributors Suppliers to institutional and state libraries throughout northern India Well known as the largest stockists of Hindi books in the area

ACADEMIC PUBLISHERS
5A, Bhawani Dutta Lane, Calcutta 700 073 (Tel 340936, 324697, Gms · ACABOOKS)

FR . S K Nag and K K. Mehra, Sales Executives
PUB . B K Dhur
ED · L K. Ghosh
SALES. B.L Dutta

Publishers of Accounting, Commerce, History, Indology, Literature, Management, Medicines, Philosophy and Research Publications and Monographs Also Publishers' representative, Printers and Binders, specialise in

Section—1

A. MUKHERJEE & CO. (P) LTD.
2, Bankim Chatterjee Street, Calcutta 700 073
(Tel 341499, 341606)

FR . Representative of the Publishers and Booksellers Association of Bengal
PUB Ms Jayanti Chatterjee

Established in 1940 Publisher of textbooks and books of general interest in English and Bengali We have so far published more than 700 titles

A.H. WHEELER & CO. (PVT.) LTD.
411, Suryakiran', 19, Kasturba Gandhi Marg, New Delhi-110 001 (Tel 352629, Telex 031-4003; Gms : BOOKSTALLS)

FR Suresh Mohindra, Branch Manager
V Kumar, Asst Manager
PUB P K Banerjee
ED Y P Chopra
SALES P K Banerjee

Having come into being shortly after the emergence of the Indian Railways, the Company has been rendering a unique service in popularising valuable literature in all the major languages among the reading public of the country With a long tradition of service to the countless millions of the travelling public the Company now has a vast net work of bookstalls and has come to acquire the status of a 'National Institution' Representatives for a number of important and leading publishers Has launched a programme to publish books on Accountancy, Economics, Engineering, Management and Business Studies, Taxation, Technology, Science, etc Also reprint books on Pitman Shorthand, Typewriting, Commerce, Business and Management, etc *Regd & Head Office* 15, Elgin Road, Allahabad-211 001 (U P).

A.P. GOVERNMENT TEXTBOOK PRESS
Mint Compound, Hyderabad

AADIESH BOOK DEPOT
7A/29, W E A , Karol Bagh, New Delhi 110 005
(Tel 564103, 221204)

FR Aadiesh Kumar Jain, Partner
PUB : Aadiesh Kumar Jain

We are leading publishers of dictionaries since 1936.

art-pulls, distributor of Scala & George Thiems Verlag of West Germany and International Book Distributors of England.

ACADEMY OF ISLAMIC RESEARCH AND PUBLICATIONS
P B 119, Nadwa, Lucknow

ADARSH PRAKASHAN
Chaura Rasta, Jaipur 302 003 (Tel 61771)

FR · Avinash Mittal, Manager
PUB A S Mittal
ED : J C Kotia
SALES. P. Mittal

Established in 1961 A leading educational publisher of Rajasthan, publishes books on Commerce, Economics, Political Science and Zoology Interested in publishing books on other subjects also Major publications have new revised editions every year We have now also started to publish general books One of our Hindi books on stamp collecting received one International and two National awards

ADVAITA ASHRAMA
5, Dehi Entally Road, Calcutta 700 014 (Tel 442898, Gms VEDANTA)

FR : Swami Satyavratananda, Manager
PUB Swami Ananyananda
ED Swami Ananyananda
SALES Swami Satyavratananda

Advaita Ashrama is devoted to the propagation of the Universal aspects of Vedic Religion and Indian Culture as lived and demonstrated by Sri Ramakrishna and expounded by Swami Vivekananda Its publications are mainly on the life and teachings of Sri Ramakrishna, Swami Vivekananda and Holy Mother Sarada Devi, in English and Hindi It also propagates Vedanta through the publication of the major Upanishads, the Bhagavad-gita, Brahma-Sutras and auxiliary books on Vedanta, in original Sanskrit with English rendering and translation of the commentaries on them.

AFFILIATED EAST-WEST PRESS PVT. LTD.
G-1/16 Ansari Road, Daryaganj, New Delhi 110 002 (Tel : 279113; Gms : BOOKMAIL)

FR : S.D Sharma, Secretary
PUB · K S Padmanabhan
ED Kamal Malik
SALES: S D. Sharma

Publishers of higher level educational books in Pure and Applied Sciences, Humanities, Social Sciences and books of general interest The marketing division of the company distributes books of several well known foreign and Indian publishers, including Van Nostrand Reinhold, Collier Macmillan, Heyden & Son, Sassell, MIT Press, Sciences Press *Regd Office* · 104 Nirmal Tower, 26 Barakhamba Road, New Delhi-110001 *Marketing Divisions* G-1/16 Ansari Road, Darya Ganj, New Delhi 110 002; 8 East Spur Tank Road, Madras 600 031.

AGAM PRAKASHAN
34, Community Centre, Phase 1, Ashok Vihar, Delhi 110 052 (Tel . 713395)

FR . Agam Prasad, Proprietor
PUB : Agam Prasad

Agam Prakashan Indological publisher and distributor. Has a sister concern in the name of Agam Kala Prakashan Specialised in publication of books on Art and Archaeology

AHLUWALIA BOOK DEPOT
9953/4, New Rohtak Road, P B 2507, New Delhi 110 005 (Tel · 566056)

FR Janki Nath Ahluwalia, Proprietor
PUB Janki Nath Ahluwalia
SALES Rakesh Kumar

Leading publishers in Urdu books written by prominent authors, whole-sale booksellers of all kinds of Urdu and Hindi library books Stockists and suppliers to schools colleges, Govt and public libraries in India and abroad

AIR INDIA
2nd Floor, Vandhana Building, Tolstoy Marg, New Delhi 110 001 (Tel 46462, 44058)

AJANTA BOOKS INTERNATIONAL
1-U B , Jawahar Nagar, Bungalow Road, Delhi 110 007 (Tel 221984)

FR S Balwant, Proprietor
PUB . S Balwant
SALES. Jasbir Kaur

Started in January, 1976, Ajanta specialises in the publication of books on Indology and Social Sciences by distinguished Indian and foreign authors. It has also published books on Archaeology, Art, Culture, Sanskrit language and literature, Ancient and Modern History, Politics, Sociology, Linguistics, Philosophy (Modern and Indian), Education and will add more valuable titles

in the near future Having launched a few publications on Marxism and Aesthetics, and progressive literature Ajanta deals in Indian hardbound publications, having a range of books published in all parts of India. It has also started its export and import units. Any type of trade enquiry welcome from India and abroad

ALEKH PRAKASHAN
V-8, Navin Shahdara, Delhi 110 032 (Tel . 204331)

FR Umesh Chand, Proprietor
PUB : Umesh Chand

Publishing of general books in Hindi

ALL INDIA EDUCATIONAL SUPPLY CO.
Sri Ram Building, Jawahar Nagar, Delhi 110 007

FR · Atul K Gupta, Sales Executive
PUB : R D Aggarwal
ED . Sunil K Aggarwal
SALES Rahul Aggarwal

Estd in 1944 Publishers of Maps & Charts We are the only Publishers of Indian Paleography Charts

ALLIED BOOK AGENCY
18/A Shyama Charan De Street, Calcutta 700 073
(Tel 341815)

FR Representative of the Publishers & Booksellers Assn of Bengal
PUB Birendra Kumar Sarkar
ED Subhakar Chattopadhyaya
SALES U K Tewari

Publishers and booksellers of school and college textbooks in English and Bengali besides books on Management and Medical Books in English *Northern Regional Office* C1/18 Hauz Khas, New Delhi 110 016

ALLIED PUBLISHERS PVT. LTD.
13/14, Asaf Ali Road, New Delhi 110 002 (Tel 275001-2, Gms FOLIO)

FR R N Sachdev, Chairman, Managing Director
PUB · R N Sachdev
SALES: Satya Pal

Publishers of academic and scholarly books in the humanities and social sciences, dictionaries and journals Original and reprint publishers of school and college level text-books Wholesale stockists and distributors for leading publishers, British, European, American and

Asian, with a range extending from fiction and non-fiction for all ages, encyclopaedias and reference books, to advanced studies in highly technical disciplines Subscription agents for journals Exporters of books from India. Quality printers, with photo-composing unit and a large capacity offset press *Registered Office* : 15 J.N. Heredia Marg, Ballard Estate, Bombay 400 038. Other *branches* at Calcutta, Hyderabad, New Delhi, Madras and Bangalore

ALLORA PUBLICATIONS
923, Hakikat Rai Marg, Darya Ganj, New Delhi 110 002 (Tel. 275870)

FR Deepak Kumar Goswami, Proprietor
PUB Deepak Kumar Goswami
ED C Ceciel
SALES Deepak Kumar Goswami

Established in 1974, Allora Publications has gained rapid progress in the last 5 years In the early years, the organisation served as an agency for distribution of books as well as publication of children's dictionaries This was followed by informative books In 1978 the organisation published three general books which were widely acclaimed We published a very topical book *Politics of Survival--Fall of Janata Government* in 1979 The plan this year is to publish ten books

AL ZAHRAA NEW BOOKSHOP
Salhieh St, P B 2858, Damascus, Syria (Tel 220723)

FR : M Riad Kassab, Proprietor

The biggest bookshop-cum-publishing house in Damascus

AMBIKA PUBLICATIONS
Care -2, Ansari Road, Panna Bhavan, Daryaganj, New Delhi 110 002

AMERIND PUBLISHING CO. PVT. LTD.
N-56, Connaught Circus, New Delhi 110 001 (Tel. 44957, 40106, Gms INDAMER)

FR : Mohan Primlani, Director
PUB . Mohan Primlani and G M Primlani
ED . Ms I V Ramchandani
SALES: G C Sahajwalla

Publishers of advanced books in the Sciences, and specialists in translations of scientific works of the USSR, Germany, Japan, etc

ANANDA PUBLISHERS PVT. LTD.
45, Beniatola Lane, Calcutta (Tel : 344362)

FR Representative of the Publishers and Booksellers Association of Bengal
PUB : P.B Deb
ED · D.N. Basu
SALES: R K Sarkar

Publishers of Bengali general books We have published nearly 500 titles till today Now we are entering into English publishing *Sales Counter* · 67 A, Mahatma Gandhi Road, Calcutta 700 009

ANDHRA UNIVERSITY
Waltair 530 003 (Tel 3324, Gms UNIVERSITY, WALTAIR)

FR . G Madanaraj, Director
S.P Embar
PUB M Gopalakrishna Reddy
SALES G Madanaraj

The Andhra University was started in 1926 The printing of the first A U Publication started in 1928 Andhra University has been publishing books on Languages and Literature, Humanities and Sciences, which are written by specialists, and so far 154 series have been published In 1962 the Andhra University started its own Press and Publications Unit and since then there has been a lot of development in printing and sale of publications Besides this, University has also been participating in the book exhibitions held at important towns and also opened sales counters at every seminar and conference held at this University The University Grants Commission has released grants to the University, amongst very few other universities, for publishing research books

ANTHROPOLOGICAL SURVEY OF INDIA
27, Jawaharlal Nehru Road, Calcutta 700 016
(Tel 239726, Tlx 212093, Gms ANTHROPOS)

FR M Das, Publication Officer
PUB · H K Rakshit

The Anthropological Survey of India is primarily concerned with advanced research in the broad field of physical and cultural anthropology and such collateral disciplines as linguistics, psychology, bio-chemistry and human ecology. The results of researches conducted by the Survey are published regularly in the form of bulletins, memoirs, occasional publications, language series, linguistic series, folklore series The Survey publishes

research materials in regional languages in an effort to disseminate anthropological knowledge among the Indian public Interested scholars, research institutions and anthropology departments may obtain a copy of the survey price list on request

ARCHAEOLOGICAL SURVEY OF INDIA
Janpath, New Delhi 110 001 (Tel 382121, Gms ARCHAEOLOGY)

FR	H Sarkar, Director (Publications)
	S R Varma, Sales Promotion Officer
PUB	B K Thapar
SALES	S R Varma

Archaeological Survey of India established in 1861, engages itself in the preservation of national monuments and sites, exploration and excavation of ancient sites, chemical preservation of sculptures, monuments and other works of art, epigraphical research, maintenance of archaeological sites and museums Besides this Survey publishes *Ancient India*, *Indian Archaeology -A Review*, *Memoirs of Archaeological Survey of India*, *An Archaeological Survey of Temples* series, Excavation reports, Guidebook of monuments of various importance, *Epigraphia Indica*, *Annual report on Indian Epigraphy*, *South Indian Inscriptions*, *Corpus Inscritionum Indicarum* volumes, *Epigraphia Indica*, Arabic and Persian supplement and picture postcards of various places in black and white as well as in colour

ARGUS CENTRAL ENTERPRISES
16, Golf Links, New Delhi (Tel 873470)

FR	F C Tara, Manager
PUB	Ms Geeta Kumar
ED	D Kumar
SALES	D Kumar

Established in 1978 for publishing illustrated pictorial booklets under the name *Adarsh Chitra Katha* on Indian culture and heritage both in English and Hindi languages So far we have published 22 titles The booklets are receiving demand from all parts of India We also publish *Yuva Vikas* (Educational) series for Tirumala Tirupati Devasthanams, Tirupati (A P) in English and Telugu

ARNOLD-HEINEMANN PUBLISHERS PVT. LTD.
AB/9 Safdarjung Enclave, New Delhi (Tel 667886, Gms HEINEMANN)

FR	Maninder Singh, Sales Manager
PUB	G A Vazirani
ED	Ms Kaushiki Sen Varma
SALES	P Taneja

Publishers of academic and general books for all levels, specialised in books on Indian Art, Culture, Literature, Philosophy and Religion Publishes four important series of Indian novels, stories, poetry and critical works on Indian writers Also publish 'Mayfair' paperbacks and 'Zebra' books for children Representing in India three UK publishers—Edward Arnold, Heinemann Educational Books, and Pitman Publishing Ltd A new project of International Textbooks series has been launched with the help of these publishers for the South-East Asian market

ARYA BOOK DEPOT
30 Nai Wala, Karol Bagh, New Delhi (Tel 561221)

FR . S P Gupta, Partner
PUB · Man Singh Gupta
ED Naveen Gupta
SALES S P Gupta

Wholesale Booksellers, Publishers, Library Suppliers and Stationers Specialisation in school and college text books, children books, books on education, Hindi literature, stockist of all the Granth Akademics, N C E R T books, Publication Division and National Book Trust publications

ASHISH PUBLISHING HOUSE
H-12, Rajouri Garden, New Delhi 110 027 (Tel· 587316, 564319)

FR Gopal Sharma
PUB S B Nangia
ED S B Nangia
SALES Gopal Sharma

We started publishing books about 5 years ago So far we have 30 publications to our credit We invite manuscripts from new authors Our special interests are history, political science, economics, education, biography and public administration We plan to bring out 15 books every year

ASIA PUBLISHING COMPANY
A/132-133, College Street Market, Calcutta 700 007 (Tel 342386)

FR Mrinal Dutta, Proprietor
PUB . Mrinal Dutta
ED Gita Dutta
SALES Ashim Mukherjee

We have been carrying on business as a publishing concern since 1954 of school textbooks but in a few years time we extended the scope of our firm to publishing

Juvenile Fiction, Juvenile Literature of all classes and also books in general In recent times we have undertaken to publish a series of *World Classics* for children to celebrate the International Children's Year and also our silver jubilee year in publishing trade

ASIAN BOOK MARKET INFORMATION SERVICE
6/77 WEA, Ajmalkhan Road, New Delhi 110 005
(Tel 562495)

FR Kunnuparampil P Punnoose, Executive Consultant
PUB Ms Santhamma Punnoose
SALES K K Sebastian

An independent subsidiary unit of *Literary Market Review*, specialises in providing information on English language book market, book import trade and rights market in the Asian countries ABMIS services include consultancy, survey, market research, promotion, exhibitions, direct mail, list compilation and rental, etc. *ABMIS Newsletter* provides authentic, comprehensive and uptodate news and research reports on publishing and book import trade in the Asian countries *Literary Market Review* (estd 1975) is a trade journal specialising in promoting foreign books in India

ASIAN PUBLICATION SERVICES
4837/24, Ansari Road, Daryaganj, New Delhi 110 002

A proprietary concern publishing books on Philosophy, Religion, Linguistics, Sociology, Indology, Gandhism and International Relations Also exporting books to various countries

ASIAN PUBLISHERS
85-C, New Mandi, Muzaffarnagar (U P) 251 001
(Tel· 3775)

FR . Satya Prakash Mittal, Partner
PUB . Ved Prakash Mittal
ED D K Mittal
SALES Satya Prakash Mittal

Specialised and exclusive publishers and distributors of standard textbooks for Engineering Colleges, Polytechnics and Agricultural Institutions and Universities

ASSOCIATED BOOK CENTRE
72A, Shanker Market, Connaught Circus, New Delhi 110 001 (Tel 44900)

FR · Subhash Gupta, Sales Manager
PUB · C.P Chaudhri
SALES. Subhash Gupta

Supplier of books to Universities, Colleges and Government libraries.

ASSOCIATED PUBLISHING HOUSE
New Market, Karol Bagh, New Delhi 110 005
(Tel : 563069)

FR : Ms. Sharda Paul, Sales Director
PUB : Ravinder K. Paul
ED : Ashok Kumar
SALES : Ms. Sharda Paul

Established in 1965 with its aims to publish books of importance for higher education and research, specialised in the field of art, history, politics and current affairs, economics and planning, sociology, philosophy, literature and public administration. The imprint of Associated has created an impact in its own way in the publishing world over these years by bringing out publications with a joint imprint with foreign publishers

ASSOCIATION OF INDIAN UNIVERSITIES
Rouse Avenue, New Delhi 110 002 (Tel : 276504, Gms UNI BOARD)

FR . Amrik Singh, Secretary
PUB : Amrik Singh

The Association of Indian Universities established in 1925 has inter-alia been disseminating information about higher education, structure, systems, programmes, etc. A voluntary organisation of the universities, it provides a forum for exchange of views on matters of common interest As a service agency the Association has been entrusted with various responsibilities including publication of books, newsletters, etc The publication programme of the AIU includes : *Universities Handbook* a compendium of all universities in the country, *Handbook of Medical Education* giving information on admission procedure in Indian medical colleges, *Bibliography of Doctoral Dissertations, Research Publications, University News*, a fortnightly chronicle of higher education and research

AVADH PRAKASHAN
15/251, Shaheed Bhagat Singh Marg, Agra 282 002
(Tel : 61591)

FR : O.P Agarwal, Partner
A.K. Mittal, Manager
PUB : O.P. Agarwal

Established in May 1976, with the express view to publish well studied literature to cover the field of various competitive examinations conducted by the UPSC and

other examining Boards, viz Defence, Railways, Banks, etc. We started with 12 publications which have grown to 50 now having a wide circulation throughout the country The books serve as useful exhaustive guides to the examinees The publication *Ever Latest General Knowledge* has entered its sixth edition The publication of a monthly magazine entitled *Career Planning* is now underway with the guidance of experienced educationists.

A-VON BOOK COMPANY
Top Floor, 60, Darya Ganj, New Delhi 110 002

FR Sunil Nagpal, Proprietor
PUB Sunil Nagpal
ED . Surinder Sharma
SALES Sunil Nagpal

Publishers and booksellers specialised in children's books, fiction and general books

AYAN
73, Mahatma Gandhi Road, Calcutta 700 009

FR . Representative of the Publishers and Booksellers Association of Bengal
PUB Amal Gupta

Publishers of general books in Bengali—short stories, essays, biographies, children's literature

AUSSTELLUNGS-UND MESSE-GMBH DES BORSENVEREINS DES DEUTSCHEN BUCHHANDELS
(Fair and Exhibition Organisation of the Publishers and Booksellers Association), Kleiner Hirschgraben 10/12, 6000 Frankfurt am Main 1, (Tel 2102-1, Tlx 416265 buchm d, Gms BUCHMESSE)

FR Ulrich Bechler, Head, International Department
PUB Peter Weidhaas

A joint exhibit of 1,400 titles in the fields of science, technology, German literature in English translation, Indology by 200 publishers of the Federal Republic of Germany organised by the Ausstellungs-und Messe-GmbH—The Publishers and Booksellers Organisation of the Fed Rep. of Germany

B. CHAND & SONS (EDUCATIONAL PUBLISHERS)
9/4, Patuatola Lane, Calcutta 700 009 (Tel : 344708; Gms : LEVERFILE)

FR · Representative of the Publishers and Booksellers Association of Bengal
PUB : Tapan Kumar Das

B.D. KATARIA & SONS

Opp Clock Tower, Ludhiana (Punjab) (Tel . 21107)

FR . Verinder Kataria, Partner
PUB Verinder Kataria

Publishers of quality Engineering books

B.I. PUBLICATIONS

54, Janpath, New Delhi 110 001 (Tel 321211, 320 973 ; Tlx 031-2998 BI IN, Gms TRIPLEKEY)

FR Bikram Grewal, Regional Manager
PUB K P Churamani

B I Publications are one of the biggest distributors and wholesalers in the country of imported and medical books, with four branches and a network of Resident Representatives in all major cities Books distributed by them range from post-doctoral medical texts to the favourite Tin Tin and Asterix *Branches* . Bombay, Calcutta, Madras, Delhi

BAHRI PUBLICATIONS PVT. LTD.

57, Sant Nagar (near East of Kailash), New Delhi 110 065

FR R Ramachandran, Sales Executive
PUB U S Bahri
ED . M P Jain
SALES R Ramachandran

Bahri Publications Pvt Ltd was started in 1973 by U S Bahri The company specialises in the propagation of linguistic thought through publications in linguistics, applied linguistics, language teaching, educational technology, English and Indian literatures, besides publishing two International journals namely *Indian Journal of Applied Linguistics* (half-yearly) and *Language Forum* (quarterly)—both started in 1975 In addition publications on Religion, Sikh History and Philosophy, Education, Political Science, History and Sociology have been undertaken recently While the major thrust would remain on linguistics, publications in other subjects are welcome from all over the world

BAL SAHITYA PRAKASHAN

D-162, Kamla Nagar, Delhi 110 007

We specialise in children's literature and also bring out Child Souvenirs We award prizes and also arrange debates etc. for children. Through our publications we impart moral education to children

THE BANGALORE PRINTING & PUBLISHING CO. LTD.

88, Mysore Road, Bangalore 560 018 (Tel : 601638; Gms : MUDRASHALA)

FR : Sumatheendra Nadig, Senior Executive
PUB · H. Ramaswamy
ED · Sumatheendra Nadig
SALES: P R Ananda Rao

The Bangalore Printing & Publishing Co Ltd was started in the year 1916 on the advise of Sir M Visveswaraih The company has specialised in printing technical journals and books in Agriculture, Political Science, Philosophy and Co-operative law It is also well known for its calendars and diaries The publication wing is called Bappco Publications Bappco has recently taken up publication both in Kannada and English *Branch press* : Statue Square, Mysore 570 001 (Tel · 20735).

BOOKS FROM BANGLADESH

C/o High Commission of Bangladesh, 56, Ring Road, Lajpat Nagar III, New Delhi 110 024

BANI PUBLICATIONS

30, Pataldanga Street, Calcutta 700 009 (Tel : 352901)

FR · Representative of the Publishers and Booksellers Association of Bengal
PUB · Sakti Sadan Bhattacharyya
ED : Sivasadhan Bhattacharjee
SALES. S R Mukherjee

One of the leading publishing concerns devoted to the publication of classical and modern literature on Oriental Services, Indology, Philosophy, Religion, Astrology and allied subjects Also publishes journals in the fields of Applied Astronmical Futurology and Astrology There is a section dealing with translation and publication of Ancient Sanskrit Texts in regional languages and English The firm encourages research work in the above fields, and as a result, has brought forth outstanding original works like *The Language and Scripts of Ancient India* by H.K Bhattacharyya, *The Hindu Theory of Cosmology* by S.S Bhattacharjee *Bhargu Sutram* by T B Guba, and other titles on similar subjects The firm has no other branches

BHAIMI PRAKASHAN

537, Lajpat Rai Market, Delhi 110 006 (Tel · 269032)

FR · Patanjali Kumar Bhatia, Proprietor
PUB · Patanjali Kumar Bhatia
ED : Bhimsen Shastri

Bhaimi Prakashan has a big plan to publish research work and scientific commentaries on Sanskrit grammer. In this series it has published '*Bhaimi' Vyakhya of Laghu-Siddhanta-Kaumudi* by Dr. Bhim Sen Shastri, which is unique and first of its kind. This is a detailed and scientific exposition. Two voluminous parts have been out and part III and IV are in the press. It has just published *A Study of Nyasa*, a research work on Nyasa, the earliest known commentary on Siddhant-Kaumudi and Kashika and critical editions of some of the famous Non-Paninian grammers.

BHAKTIVENDANTA BOOK TRUST
Iskcon, Hare Krishna Land, Juhu, Bombay 400 049 (Tel : 566860, 579373, Tlx · 114964 ISKN IN; Gms . ISKCON)

FR . Poornabrahma Das, Manager
PUB Gopal Krishna Das
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Established in 1939, the firm publishes books of research and semi academic nature. It represents and distributes in India and adjoining countries books published by Mansell Information/Publishing Ltd., 3 Bloomsbury Place, London WCIA 2QA, U.K.; Watkins Publishing, 45 Lower Belfrade Street, London SWIW 0LT U.K.; Akademische Druck-u Verlagsanstalt, POB 598, A 8011 GRAZ, Austria. It also distributes publications of Calico Museum on Textile Industry, publications of Sompura on Hindu Architecture, publications of Navjivan and "Charak Samhita" in 6 volumes, the Seminal work on Ayurved It deals in antiquarian research books on India and issues catalogues, which are of special use, to reprint houses The firm imports and exports books, from and to, all countries of the world.

NEW STANDARD PUBLICATIONS
1813, Chandrawal Road, Delhi 110 007

NEW ZEALAND LITERARY FUND, DEPARTMENT OF INTERNAL AFFAIRS
C/o New Zealand High Commission, 39, Golf Links, New Delhi-110003 (Tel : 618281; Tlx. 2385; Gms : PUKATEA)

The New Zealand Department of Internal Affairs is involved in organising this display, as one of their functions is to administer the New Zealand Literary Fund The Fund is the Government agency for the distribution of assistance to writers, publishers and literary magazines as well as the general promotion of New Zealand literature This is the first time the Fund has sent a display of books to an overseas exhibition.

NIRMAL BOOK AGENCY
89, Mahatma Gandhi Road, Calcutta 700 007
(Tel . 348405)

FR : Representative of the Publishers and Booksellers Association of Bengal
PUB : Nirmal Kumar Saha and Panchanan Saha, Partners
ED : Biswanath De
SALES: Nirmal Kumar Saha

Publishers of children books.

NUTAN UDYOG
18/4, Vishal Bhawan, Aryasamaj Road, New Delhi 110 005 (Tel : 565871)

FR : Yuvraj Madan, Partner
PUB : Kalyan Singh Madan
SALES: Yuvraj Madan

Leading manufacturers of plastic novelties, book jackets, blocks, embossing on books, screen printing, diaries, purses, penstands, calendars (with accessories and facilities to keep visiting cards, slips, message notes, etc.), table models of stationery items, wall hanging calendars, etc., stickers, metal labels, brass key rings.

OBEROI BOOK DISTRIBUTORS
Gali No.1, 1/4232 Ansari Road, Daryaganj, New Delhi 110 002

FR : B S. Oberoi, Proprietor
PUB : B.S. Oberoi
SALES: Gurdeep Oberoi

Oberoi Book Distributors are wholesale distributors in Pocket, General and Children books They specialize in Children books. They supply to booksellers, libraries, institutions, etc.

OFFICE DE PROMOTION DE L'EDITION FRANCAISE
117 B D Saint Germain 75279, Paris Cedex 06, France

OM BOOK SERVICE
1690/1st Floor, Nai Sarak, Delhi 110 006 (Tel : 267928)

FR : Om Parkash, Proprietor

Dealing in books of all subjects, specially Art and reference books.

OPEN BOOKS PUBLISHING LTD.
West Compton House, NR Shipten Mallet, Somerset, England (Tel : 074989-264)

FR : A.C. Chawla, India Representative
PUB : Patrick Taylor
ED : Patrick Taylor
SALES: Henry Fryer

Open Books, publish in the field of social sciences and literature. They have launched an international major work in the field of child development titled *The Developing Child*, co-published in 15 languages.

ORIENT BOOK COMPANY
C-29-31, College Street Market, First Floor, Calcutta 700 007

Publishers and Booksellers.

ORIENT LONGMAN LTD.
1/24 Asaf Ali Road, New Delhi 110 002 (Tel : 274654; 276346; Gms : LONGNORTH)

FR : Subhash Waghray, Manager
PUB : J. Rameshwar Rao
ED : Sujit Mukherjee
SALES: Subhash Waghray

Publishers and representatives of Sangam Books—our paperback series. We specialise in academic books, law, medicine, sociology and general. *Branches*: Madras, Bombay, Bangalore, Calcutta, Hyderabad.

OXFORD & IBH PUBLISHING CO
66, Janpath, New Delhi 110 001 (Tel : 320518, 321035; Gms : INDAMER)

FR : Mohan Primlani, General Manager
PUB : Mohan Primlani and C M. Primlani
ED : Ms I V. Ramchandani
SALES: G C. Sahajwalla

Publishers of university level textbooks, advanced books in Agriculture, Engineering and Economics. Specialists also in books on Himalayan countries.

OXFORD BOOK & STATIONERY CO.
Scindia House, New Delhi 110 001 (Tel : 45896, 45308)

FR : Mohan Primlani, Partner
PUB : Mohan Primlani and G M. Primlani
SALES: H.T. Primlani

Agents in India for the United Nations, UNESCO, Rober Kreiger, FAD, CAB and a large number of American and British commercial publishers.

OXFORD UNIVERSITY PRESS
2/11, Ansari Road, Daryaganj, P.B. 7035, New Delhi 110 002 (Tel : 273841, 277812; Gms : OXONIAN)

FR : S.K. Mookerjee, Deputy General Manager
PUB : R. Dayal
ED : R. Dayal
SALES: N A. O'Brien

Long before its foundation in India in 1912, the Oxford University Press had a rich tradition of publishing learned books dealing specifically with India, notably *The Sacred Books of the East* series. It published S. Radhakrishnan's first book, *Essentials of Psychology* and today the list includes titles on subjects ranging from literature and the social sciences to ornithology and medicine. Over 2,500 titles have been produced by the OUP in India

in both English and the Indian languages. Moreover, the Press stocks some 5,000 titles published by the OUP branches elsewhere in the world, and a few other publishers, including Faber and Faber, for whom it acts as agents in India. The Press is a department of the University of Oxford. *Branches* : Bombay, Calcutta, Madras.

PAI & COMPANY
Ernakulam, Kerala

PANCHSHEEL PRAKASHAN
Film Colony, Chaura Rasta, Jaipur 302 003 (Tel : 65072)

FR : M.P. Gupta, Sales Manager
PUB : M C. Gupta
SALES: M.P. Gupta

Established in 1968. We are one of the leading publishers of literary books in Hindi, English and university level textbooks in Arts and Science Also Rajasthani Hindi Sabdhkosh and books on Rajasthani literature published. Honoured twice for best production of scholarly Rajasthani publications.

PANKAJ PUBLICATIONS
3, Regal Building, Connaught Place, New Delhi 110 001 (Tel : 310380)

FR : Krishan Sharma
PUB : Inder Mani
ED : Chander Mani
SALES: Krishan Lal

Publishers of general, competitive and political books

PARAG PRAKASHAN
3/114, Karan Gali, Vishwas Nagar, Shahdara, Delhi 110 032 (Tel : 203850)

FR : Krishan, Partner
PUB : Krishan and Ms. Urmila Gupta

Established in 1972. Publishing books in Hindi of general nature—Fiction, Plays, Autobiographies, Poetry, Criticism, Children literature as a special feature. Has published 250 books approximately.

PARIMAL PRAKASHAN
"Parimal", Khadkeshwar, Aurangabad 431 001 (Tel: 4556)

FR : K.D. Danekar, Sales Manager
PUB : A.B. Dashrathe

Estd. 1974. We have published 40 titles in Marathi and

English languages, particularly in History, Sociology, Political Science, English Literature, Public Administration, Psychology, Marathi Literature, Philosophy, Commerce, Tourism, General. *Branches* : 1394, Shukrawar Peth, Pune 4110 30; Soman Building, Near Kenedy Bridge, Girgaon, Bombay 400 004.

PATH PUBLISHERS
2, Arjun Nagar, New Delhi 110 016 (Tel: 622120, 272539)

FR : P.J Koshy, Proprietor
K. Gangadharan, Editor
PUB : P J Koshy
ED : K Gangadharan
SALES: C K. Thomas

Wholesalers for all books published by Path Publishers. Retailers of all Indian and foreign publications. Exclusive wholesale distributor for *Crime and Society* magazine.

PEARL PUBLISHERS
206 Bidhan Sarani, Calcutta 700 006

FR : M. Bhattacharjee, Proprietor
PUB : M. Bhattacharjee
ED : S Roy
SALES: T. Roy

Established in 1977 Publishers of scholarly and reference books The firm takes keen interest in publishing books on Politics and Economics Further it has also taken up a project for bringing out Bengali translations of foreign classics including books on Politics, History, Philosophy and Economics.

PEOPLE'S PUBLISHING HOUSE PVT. LTD.
5-E, Rani Jhansi Road, New Delhi 110 055 (Tel . 529365, 523349; Gms : QAUMIKITAB)

FR : P N. Gopinathan, Sales Manager
PUB : Jiten Sen
ED : Ms. Shipra Lahiri
SALES: P.N. Gopinathan

Essentially publishers of books in English and Hindi. Specialised on works and classics of Marxism-Leninism, Political literature, books on the working class and peasent movement in India, Marxist-Leninist works on Social Sciences (Philosophy, Economics, Scientific Socialism, History). Aids, on political education. Importers of books from USSR and other Socialist countries and Left, Progressive and Marxist-Leninist books from different countries of the world. Exporters of books and periodicals of Indian origin.

PENGUIN OVERSEAS LTD.
706, Eros Apartment, 56, Nehru Place, New Delhi 110 019
(Tel : 681515, Gms : PENGUINBOOK)

FR : Zamir Ansari, Representative
PUB : E J B. Rose
ED : Peter Mayer
SALES: Mike Hogben

Head Office : Harmondsworth, Middlesex, England UB 7, UDA.

PITAMBAR PUBLISHING COMPANY
888, East Park Road, Karol Bagh, New Delhi 110 005
(Tel : 526933, 519433; Gms : PITAMBAR)

FR : P C Bhandari, Sales Manager
PUB . Sushil Bhushan
ED · Ved Bhushan
SALES Anand Bhushan

Pitambar Book Depot, estd 1948 at Delhi (before 1947 at Lahore) has specialised in the publication of textbooks for school children Also publishing text books for colleges, general books in Hindi and general scholarly books in English. Over 1000 titles published to date covering a wide range of subjects and penned by top level educationists During the British regime, it took the challenge of publishing text books in English medium facing stiff challenge from the British publishers. Ever since entering new fields of publishing making a positive contribution in the field of education Pioneer work in the field of organising in-service training programme for the teachers in Mathematics and Health Education.

PLUTO PRESS LTD.
Unit 10, Spencer Court, 7 Chalcot Road, London NW1 8LH, England (Tel . 01-722-0141; Tlx: 825751; Gms : PLUTONIC)

FR : R.Seshadri, Indian Representative
PUB : R M Kuper
ED : M. Kidron
SALES: R. Sissons

The largest independent publisher on the left in Britain with a wide ranging list in politics and culture which includes economic and political theory; feminist and sexual politics; labour and industrial history; workers handbooks and trade union studies. Pluto Press also publishes an extensive programme of plays. It distributes the following journals · *History Workshop*—journal of socialist historians; *Khamsin*—Middle-East journal; *Praxis*—American arts journal; and CIS reports.

POORNIMA'S
5, Sri Ram Building, Near Paharganj Post Office, New Delhi 110 055

FR : Ms. Poornima Saxena, Sole Proprietor
PUB : Ms. Poornima Saxena

Stamp catalogues, magazines and all sorts of literature concerning philately. We also deal in stamps of India, and many countries of the world, thematic sets, packets etc. Indian First Day covers, postal stationery, slogans, Field Post Office cancellations, early Indian cancellations, Hand-Struck Refugee Relief used on covers etc. We also undertake evaluation/estimation of collections and auctions of large stocks. We pay spot cash for collections/ accumulations. No price list Send your want list in duplicate with self addressed stamped envelope.

POPULAR LIBRARY
195/1B, Bidhan Sarani, Calcutta 700 006

FR : Sunil Ghosh, Proprietor
PUB : Sunil Ghosh
ED : Sudhir Ghosh

Established in 1973. Mainly publishes scholarly and reference books The firm also publishes translations in Bengali of important foreign books. It has already published more than fifty titles.

POPULAR PRAKASHAN PVT. LTD.
35C, Popular Press Building, Tardeo Road, Bombay 400 034 (Tel : 376294, 376295; Gms: NANDI BOOKS)

FR : Ramdas Ganesh Bhatkal, Managing Director
PUB : Ramdas Ganesh Bhatkal
ED : R.N. Gokarn
SALES: T.V. Rajagopalan

Constituted in August 1962 as an independent Publishing House of the parent firm, Popular Book Depot. Published over 600 titles They are the pioneer publishers in Social Sciences and now well known for books of merit in several fields like Sociology, Politics, History, Religion, Philosophy, Economics, Biography, textbooks in Physics, Chemistry and Mathematics. In recent years, they have also specialised books on Medicine at all levels. About 75 titles are brought out every year in English and Indian languages. They are one of the leading publishers in Marathi, having received a large number of awards for their books, both for the contents and for quality of production Popular Prakashan Pvt. Ltd. has brought out prestigious titles like the *Indian Materia Medica*, Jayaprakash Narayan's *Prison Diary* and his

collected works in four volumes *Towards Total Revolution.*

PRABHATH BOOK HOUSE
Trivandrum, Kerala

PRABHAT PRAKASHAN
205, Chawri Bazar, Delhi 110 006 (Tel : 264676)

FR : **Raghuvir Verma, Deputy Sales Manager**
PUB : **Sheo Charan Lal**
ED : **Shyam Bahadur**
SALES: **Dharam Vir Verma**

Established in 1952. Leading publishers of healthy and nation-building literature. Published more than 400 important titles on a vast variety of subjects. Besides original works, have also published Hindi translations of famous classical works of eminent authors like Rabindranath Tagore, Sharat Chandra Chaterji, Arabindo Ghosh, Swami Ramtirth, Tolstoy, etc. Wholesale booksellers, agents and distributors representing prominent Hindi publishers including Publications Division, Sahitya Akademi, Hindi Granth Akademies of different states, Central Hindi Directorate, etc Authorised and approved suppliers to the Central Govt., State Govt. and Semi-Govt departments including Ministry of Education, Defence, Home Affairs, Railways, External Affairs, etc.

PRABHU BOOK SERVICE
Nai Sabzi Mandi, Gurgaon 122 001 (Tel : 2588)

FR : Vijay Kumar Jain, Proprietor
PUB : Vijay Kumar Jain

Specialise in current, out-of-print and rare monographs and government documents on Indian History, Politics, Sociology, Economics, Agricultural Economics, Art and Architecture and issue frequent catalogues on these subjects and have an extensive stock of government documents in these fields. We also hold agency for the sale of publications of the Central Government and most State Governments and will be glad to handle your requirements of all their publications. We also undertake to procure for our patrons any books published in India and ship them in quick convenient packets and handle their subscription orders.

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P.B. 3537, L-3 Lajpat Nagar III, New Delhi 110 024 (Tel : 693331)

FR : A.K. Dash, Proprietor
PUB : A.K. Dash

Established in 1976, Prachi Prakashan has been engaged in publishing standard books in the fields of Anthropology, Literature and Social Sciences both in English and Hindi. Fields of special interest are Tribal Development, Economics, Comparative Literature, Evolution of Political Process in India, Applied Science and Environment Studies.

PRAGATI PUBLICATIONS
9926, Library Road, Delhi 110 006 (Tel : 514747)

FR : Vinod Kapoor, Partner
PUB : Vinod Kapoor
ED Pramod Kapoor
SALES: Pramod Kapoor

Publishers of quality books on History, Political Science, Economics, Indology and General.

PRAKASHAN SANSTHAN
216, Shriram Nagar, Shahdara, Delhi 110 032
(Tel . 202579)

FR : Harish Chandra Sharma, Proprietor
PUB Harish Chandra Sharma
SALES: Munna Sharma

Started in February 1978, the Sansthan has so far published 20 titles Determined to fight commercialism, it strives to publish standard progressive literature.

PRAKASH BHABAN
15, Bankim Chatterjee Street, Calcutta 700 073
(Tel . 323321)

FR : Representative of the Publishers and Booksellers Association of Bengal
PUB : S.N. Mukherjee

Established in 1946, reconstituted in 1965 A partnership firm publishing more than 100 titles of school books in Bengali, college books in Bengali and English and general books, fiction and serious books of historical and literary interest in Bengali and a few books in English.

PRAKASH PUBLISHERS
Film Colony, Chaura Rasta, Jaipur 302 002

PRAVEEN PRAKASHAN
Mehrauli, New Delhi 110 030

Mainly Hindi language publishers. Subjects include: literary criticism, novels, short story collections, children literature and literature for adults.

PRAYER BOOKS
43/8, Nandaram Sen Street, Calcutta 700 005
(Tel : 542306)

FR : Subrata Saha, Proprietor
PUB : Subrata Saha
ED : Subhas Saha
SALES: Ms. Papiya Saha

Specialize in prayer books Publishers of books on poetry, fiction, drama and criticism both in English and Bengali. Their books are sold through agents throughout India.

PRENTICE-HALL OF INDIA PVT. LTD.
M-97, Connaught Circus, New Delhi 110 001 (Tel: 352590, 351779, Gms : PRENHALL)

FR : Asoke K. Ghosh, Chairman and Managing Director
PUB . Asoke K Ghosh

Prentice-Hall of India was established in 1963, in collaboration with Prentice-Hall Inc. U.S.A , one of the largest publishing companies in the world Providing students with inexpensive text and reference books is the primary objective to which we remain committed. We have since inception published about 400 titles under our Eastern Economy Editions programme, which includes reprint of standard American texts as well as locally-authored books At present our list features a variety of titles on diverse areas such as Business Management, Computer Science, Engineering and Technology, Humanities, Mathematics and Science, and Social Sciences

PRESIDENCY LIBRARY
15 Bankim Chatterjee Street, Calcutta 700 073
(Tel . 344735)

FR : Representative of the Publishers and Booksellers Association of Bengal
PUB : Anil Chandra Ghosh

Established in 1914. Publishers of general books and textbooks in Bengali, Nepali and English and also religious books and juvenile literature. Over 300 titles published *Sister Concerns* : Cambridge Book and Stationery Co., 217 Park Street, Calcutta 700 016 (Tel . 249044), Cambridge Book and Stationery Co., Laden-La Road, Darjeeling (Tel , 2281).

PUBLICATION BOARD
Assam, Gauhati 781 021

PUBLICATION BUREAU
Panjab University, Chandigarh 160 014 (Tel : 22782)

FR : Vijay Kumar, Publicity and Sales
PUB : R.K. Malhotra
ED : R.K. Malhotra

The Bureau, established in 1948 and a full-fledged department of the University, publishes scholarly works, including doctoral dissertations, besides textbooks for college students. It also publishes Lecture Series delivered under various schemes. Books are also published on occasions of national importance. Some reference books in Punjab have also been published. So far, the Bureau has published over 160 textbooks in English, Hindi, Punjabi and Sanskrit and about 80 scholarly publications, which include books on Economics, History, Gandhian Philosophy, Sikh Religion and Philosophy, Criminology and Penal Reforms and Linguistics, etc The Bureau offers liberal trade terms and facilities to the book trade.

PUBLICATIONS & INFORMATION DIRECTORATE (CSIR)
Hillside Road, New Delhi 110 012 (Tel : 586301; Gms : PUBLIFORM)

FR : Kishan Singh, Senior Sales and Advertisement Assistant
PUB : Y.R. Chadha

PID is among the premier organisations of India engaged in dissemination of scientific and technical information This objective is achieved through the publication of scientific periodicals (16), encycloapedic publications, monographs and other scholarly works. The research journals are of international repute. The 20-volume encyclopaedia of Indian raw materials and industrial products, titled *The Wealth of India* is a standard reference work for the scientists, students, planners, traders and industrialists the world over. The monographs and other PID publications provide comprehensive and authentic information on a variety of scientific and technological topics. *Bharat-ki-Sampada*, a Hindi translation of the *Wealth of India*, is also being published.

PUBLICATIONS DIVISION
Ministry of Information and Broadcasting, Govt. of India, Patiala House, New Delhi 110 001 (Tel : 387983, 43308; Gms : EXINFOR)

FR : C B. Gupta, Assistant Business Manager
PUB : R.P. Dhamija
ED : G. Venkataraman
SALES : S.L. Jaiswal

The biggest publishing house in the public-sector, the Publications Division, is a Media Unit of the Ministry of Information and Broadcasting. Govt. of India. The

Division publishes books, journals and other printed material on subjects ranging from national policies and factual information to biographies, art, culture and books for children, to broaden understanding of the country. As its contribution to the International Year of the Child, it has launched a special series of 24 educative and entertaining books for children. Since, its inception 32 years ago, the Division has published more than 5,000 titles in English, Hindi and major Indian languages. The Division has a network of Sales Emporia at New Delhi, Bombay, Calcutta, Madras, Patna and Trivandrum.

PUBLIC RELATIONS DEPARTMENT, GOVERNMENT OF KERALA
The Director of Public Relations, Government of Kerala, Trivandrum 695 001 (Tel : 2782; Tlx : 0884-233; Gms: PRELATIONS)

FR : P. Thyagarajan, Information Officer, New Delhi

This is a joint participation from Kerala comprising the Public Relations Department, Government of Kerala; the State Institute of Languages; the Institute of Encyclopaedic Publications; the State Gazetteers Department; the Legislature Secretariat; the Government Presses, the Kerala Sahitya Academy; the Kerala Lalithakala Academy; and Kerala Sangitha Nataka Academy. These institutions have brought out a number of publications/periodicals which are displayed in the Fair.

PUBLISHERS' AND BOOKSELLERS' ASSOCIATION OF WEST BENGAL
93, Mahatma Gandhi Road, Calcutta 700 007

The Association has organised the joint participation of publishers from the State.

PUNE VIDYARTHI GRIHA PRAKASHAN
1786, Sadashiv Peth, Pune 411 030 (Tel . 441628, 440888)

FR : R.L. Shete, Asstt. Manager
PUB : P.B. Kulkarni

Run by a well-known educational institution Pune Vidyarthi Griha has published more than 2000 books on various subjects written by reputed authors. Our books on scientific, technical, cultural, and educational subjects are very popular. Our publications cover subjects like Physics, Chemistry, Mathematics, Medicine, Engineering, Geography, dictionaries, etc. Some of these books have been recommended by colleges, and universities Our educational and cultural books and books on Marathi literature are highly appreciated by the

readers. The profits of the Prakashan are directed towards the education of the inmates of the institution.

PUNJABI UNIVERSITY
Patiala (Tel : 3261)

FR : Virinder Kumar Sood, Store Keeper
SALES: Hazara Singh

Publisher of more than 750 titles in various faculties. It includes a large number of publications in Punjabi original as well as translations from different languages. Besides, we publish various journals and magazines in Punjabi, English and Hindi literature, Medicine, Engineering, Education, Law, Religion, Social Sciences and on foreign literature In addition to the above we have the privilege of publishing almost all the textbooks of university classes for the University.

PUNJAB STATE UNIVERSITY TEXT BOOK BOARD
S.C.O 2935-36, Sector 22C, Chandigarh 160 022
(Tel : 28983, 20375)

FR : Mohan Singh Rattan, Production and Sales Officer
PUB . Prithipal Singh Kapur
ED : Prithipal Singh Kapur
SALES: Mohan Singh Rattan

The Punjab State University Text Book Board established under the Govt. of India medium switch over scheme, aims at producing text books in Punjabi for the benefit of college students, University scholars and teachers. This Board has so far published 69 books including eleven glossaries and one English-Punjabi Dictionary.

PURVODAYA PRAKASHAN
7/8, Daryaganj, New Delhi 110 002 (Tel : 274956)

FR : Ms Surendra Bala and Ms. Vineeta Jain, Directors
PUB · Jainendra Kumar
ED : Pradeep Kumar
SALES. Mohan Upreti

Sole publisher of complete works of the outstanding Hindi creative author Shri Jainendra Kumar Their aim is to encourage standard and healthy literature and its publication and propagation in Hindi.

PUTHIPATRA
9, Anthony Bagan Lane, Calcutta 700 009 (Tel: 355722, 356720)

FR : Achyutananda Saha, Partner

PUB : Achyutananda Saha

Puthipatra, a publishing firm, started in 1963, has published 60 textbooks, 62 help books and 14 other books on such subjects as history, philosophy, literary criticism, fine arts, autobiography, translations of foreign novels and short stories. *Chief distributor*—Muktadhara Bangladesh.

RADHAKRISHNA PRAKASHAN
2, Ansari Road, Daryaganj, New Delhi 110 002
(Tel : 279351; Gms : LOKPRIYA)

FR : Ms. Doris Kumar, Manager
PUB : Arvind Kumar
ED : Mukesh Sethi
SALES: K L. Bhatia

Radhakrishna Prakashan is a major publishing house in Hindi language. Besides publishing about 60 new titles every year in Hindi, 12 books are also published in English From 1980, publication of Urdu books is also being planned Radhakrishna specialises in Hindi translations of outstanding fiction from various Indian languages. It is the only publishing house which has brought out books of general interest on politics, economics, sociology, history, etc Radhakrishna's English language list includes Bertolt Brecht, Justice H R Khanna.

RADHA SOAMI SATSANG BEAS
P O Dera Baba Jaimal Singh, Via Beas, District Amritsar, Punjab

FR : R N Mehta, Secretary, Delhi
PUB : Maharaj Charan Singh
ED : Kirpal Singh Narang
SALES: J.C Moorgai

Radhasoami Satsang Beas, a world renowned Spiritual Centre of north India, publishes books mainly on religion and mysticism These books are printed not only in different regional languages of India but also in English, German, French, Dutch, Italian, Greek, Hebrew, Spanish, Swedish, Polish, Chinese, Arabic, African and Nepali The object of these publications is the desimination of the universal Spiritual Science preached and practised by Saints all over the world from time immemorial.

RADIANT PUBLISHERS
E-155, Kalkaji, State Bank of India Bldg., New Delhi 110 019 (Tel : 635477)

FR : V.K. Jain, Marketing Director
PUB : V.K. Jain

ED : R. Jain

Publishers of scholarly books in the field of the Social Sciences and the Humanities, with one of the largest lists in international affairs and area studies. We place great emphasis on the international market, especially the United States, United Kingdom and the European continent. Many of our titles have been co-published by foreign publishers.

RAJASTHAN HINDI GRANTH ACADEMY
A-26/2 Vidhyalaya Marg, Tilak Nagar, Jaipur 302 004
(Tel : 61410)

FR : Ram Bali Upadhyaya, Director
PUB : Bhanwar Lal Sharma
ED : M P Dadhich
SALES: Krishna Nand Agarwal

Rajasthan Hindi Granth Academy, Jaipur, an autonomous body registered with the Government of Rajasthan, was established in 1968 under the book promotional scheme of the Central Government with an express objective of publishing sufficient number of university level books in order to facilitate the switch over of medium of instruction in the Hindi colleges and universities Nearly 275 titles dealing with subjects of various faculties have been brought out by the Academy till 1978, out of which 80 books have been prescribed/recommended by the universities at their different examinations and 25 books have bagged various national level awards for their quality, treatment and originality. Experts of various diciplines are involved in and associated with the different stages of book preparation from the very start

RAJASTHAN PUSTAK VYAVASAYEE SANGH
Chaura Rasta, Jaipur 302 003

FR : P.C. Singhvi, Secretary
PUB . R.K Gupta and R.C Agarwal
ED : Jaisingh Rathore

Founded in 1965, the Rajasthan Pustak Vyavasayee Sangh (Rajasthan Association of Publishers and Booksellers), is the only active organisation catering to the needs of the book industry, the book lovers, the publishers and the booksellers in the State of Rajasthan. It periodically organises seminars, conventions, exhibitions, fairs and festivals aimed towards an overall development of the book industry as a whole and particulaly to create an awareness in the people to develop the habits of book reading The sangh acts as an instrument to develop and strengthen a mutually creative and helpful relationship between authors, publishers and

booksellers and attempts to make them aware of their responsibilities towards the Society and the Nation. The Sangh occasionally publishes informative souvenirs and other literature with this aim.

RAJASTHAN SAHITYA ACADEMY
Udaipur 313 001 (Tel : 3477)

FR : Onkar Pareek, Asst. Secretary
PUB : Rajendra Sharma
ED : Onkar Pareek
SALES: Bhairu Lal Menaria

Academy is a purely literary institution and looks after the development of literature in the State. It organises literary functions, provides assistance to its literatures, publishes creative writing and sponsors awards, etc.

RAJASTHAN SAHITYA MANDIR
Out Sojati Gate, Jodhpur

RAJESH K. AGARWALA
D-726, Mandir Marg, New Delhi 110 001 (Tel 312823)

FR . Rajesh K. Agarwala, Proprietor
PUB : Rajesh K. Agarwala

Wholesale and retail dealer in books, stationary, catalogues and magazines on postage stamps, in fact with all kinds of philatelic items. A reliable source for all these items

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FR : Rajneesh Foundation Ltd , Sannyasins
PUB : Ma Yoga Laxmi
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